



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Scheduled Report - public distribution

Date: 1/19/2000

GAIN Report #MX0009

Mexico

Promotion Opportunities Report

2000

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Report Highlights: This report is a schedule of some of the trade and promotional events and activities that will take place in Mexico over the next 18 month that may be of interest to U.S. producers and exporters of food, beverages, and agricultural products.

Includes PSD changes: No
Includes Trade Matrix: No
Trade Report
Mexico ATO [MX2] MX

NOTE: The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizer directly for further information.

Section I. Trade Shows

EXPO LOGISTICA

When: February 2-4, 2000

Where: Expo Guadalajara, Guadalajara, Mexico

Contact: Philippe Mercado, Director, American Plywood Association-Mexico

Tel: (011-52-5) 281-6087; **Fax:** (011-52-5) 281-6089; **Email:** philippe.mercado@apawood.org

Show Type: Trade show for materials handling, packaging and transportation distributors.

ALMACENAJA Y LOGISTICA

When: February 9-11, 2000

Where: Monterrey, Mexico

Contact: Philippe Mercado, Director, American Plywood Association-Mexico

Tel: (011-52-5) 281-6087; **Fax:** (011-52-5) 281-6089; **Email:** philippe.mercado@apawood.org

Show Type: Trade show for material handling distributors.

EXPO DE LAS AMERICAS 2000

When: February 22-24, 2000

Where: World Trade Center, México City, Mexico

Organizer: E.J. Krause de México, S.A. de C.V.

Tel: (011-52-5) 523-8426; **Fax:** (011-52-5) 523-8276

Show Type: Exposition and international conferences for the restaurant & hotel food and beverage industry.

EXPO MANUFACTURA

When: March 7-9, 2000

Where: Monterrey, Mexico

Contact: Claudia Villagomez, Director, American Forest & Paper Association-Mexico

Tel: (011-52-5) 282-2111; **Fax:** (011-52-5) 282-0919; **Email:** cvillagomez@infosel.net.mx

Show Type: Trade show for all kinds of Mexican manufacturers to contact suppliers.

AFIA AGRO DE LAS AMERICAS

When: March 9-11, 2000

Where: Expo Guadalajara, Guadalajara, Mexico

Organizer: Agro Food International Associates

Tel: (818) 591-2255; **Fax:** (818) 591-2289

Show Type: Mexico's largest annual farm, livestock and equipment show.

ANTAD 2000

When: March 17-20, 2000

Where: Expo Guadalajara, Guadalajara, Mexico

Contact: Carlos Zertuche, U.S. Agricultural Trade Office (ATO)-Mexico

Tel: (011-52-5) 280-5291; **Fax:** (011-52-5) 281-6093; **Email:** atomexico@fas.usda.gov

Show Type: Mexico's largest retail and supermarket show. This is the third consecutive year that the ATO is organizing a U.S. Pavilion within the show.

PROVI MUEBLE 2000

When: May, 2000

Where: Monterrey, Mexico

Contact: Luis Zertuche, Director, American Hardwood Export Council-Mexico

Tel: (011-52-5) 282-0909; **Fax:** (011-52-5) 282-0918; **Email:** luiszertuche@infosel.net.mx

Show Type: Trade show targeting furniture manufacturers.

"Meet Your U.S. Grain Supplier" Trade Show

When: June 1, 2000

Where: Mexico City, Mexico

Contact: Dr. Ricardo Celma, Director, U.S. Grains Council (USGC)-Mexico

Tel: (011-52-5) 282-0973; **Fax:** (011-52-5) 282-0968; **Email:** usgc@grains.org.mx

Show Type: USGC is organizing this one day trade show to bring together U.S. grain traders and Mexican importers.

EXPOPACK 2000

When: June 6-9, 2000

Where: Mexico City, Mexico

Contact: Philippe Mercado, Director, American Plywood Association-Mexico

Tel: (011-52-5) 281-6087; **Fax:** (011-52-5) 281-6089; **Email:** philippe.mercado@apawood.org

Show Type: Mexico's largest trade show for materials handlings trade.

EXPHOTEL 2000

When: June 14-16, 2000

Where: Convention Center, Cancun, Mexico

Contact: Lourdes Guzman, U.S. Agricultural Trade Office (ATO)-Mexico

Tel: (011-52-5) 280-5291; **Fax:** (011-52-5) 281-6093; **Email:** atomexico@fas.usda.gov

Show Type: Mexico's largest hotel, restaurant and hospitality industry show for the Caribbean region. This is the third consecutive year that the ATO is organizing a U.S. Pavilion within the show.

EXPO ABASTO/CONACCA 2000

When: Mid-July, 2000

Where: Expo Guadalajara, Guadalajara, Mexico

Organizer: Mexican National Confederation of Trader Groups for Wholesale Markets

Tel: (011-52-5) 657-3388; **Fax:** (011-52-5) 650-0138

Show Type: Mexico's largest annual fresh produce show.

ABASTUR 2000

When: October 4-6, 2000

Where: World Trade Center, México City, Mexico

Contact: Lourdes Guzman, U.S. Agricultural Trade Office (ATO)-Mexico

Tel: (011-52-5) 280-5291; **Fax:** (011-52-5) 281-6093; **Email:** atomexico@fas.usda.gov

Show Type: Mexico's largest hotel, restaurant and hospitality industry show for the Mexico City metropolitan

area. This is the first year that the ATO is organizing a U.S. Pavilion within the show.

Section II. Retail In-Store Promotions

CARREFOUR Supermarket Promotion

When: June 29-July 10, 2000

Where: Country-wide promotion in Carrefour's 17 stores located throughout Mexico

Contact: Carlos Zertuche, U.S. Agricultural Trade Office (ATO)-Mexico

Tel: (011-52-5) 280-5291; **Fax:** (011-52-5) 281-6093; **Email:** atomexico@fas.usda.gov

Promotion Type: This is the first time the ATO has organized a country-wide promotion in Mexico for U.S. food and beverages with Carrefour, the world's second largest retailer.

Section III. Hotel, Restaurant, Institutional (HRI) Promotions

No event information is available at this time.

Section IV. Other Promotional Activities (e.g. product seminars, catalog shows, sales missions)

U.S. Poultry Reverse Trade Mission

When: Mid-May, 2000

Where: U.S. poultry processing plants in several U.S. locations

Contact: Jose Luis Cruz, Director, U.S.A. Poultry and Egg Export Council (USAPEEC)-Mexico

Tel: (011-52-5) 282-0946; **Fax:** (011-52-5) 282-0952; **Email:** luispo@dfi.telnet.net.mx

Activity Type: USAPEEC is organizing a reverse trade mission of Mexican meat packers to visit U.S. processing plants so they can meet and see, firsthand, various U.S. suppliers and the services they offer.

U.S. Grains Marketing Mission

When: September 18-22, 2000

Where: Mexico City, Guadalajara, Mexico

Contact: Dr. Ricardo Celma, Director, U.S. Grains Council (USGC)-Mexico

Tel: (011-52-5) 282-0973; **Fax:** (011-52-5) 282-0968; **Email:** usgc@grains.org.mx

Activity Type: USGC is organizing this U.S. producers mission to Mexico and other countries so that U.S. producers can discuss the year's production of value-enhanced grains, and to make contacts.

If you would like to learn more about what the U.S. Agricultural Office (ATO) does, or the services we provide, please visit us online or contact us at our web sites and telephone and facsimile numbers listed below. We look forward to working with you in developing and promoting the availability of top quality U.S. products in Mexico!

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